



**PATENT**

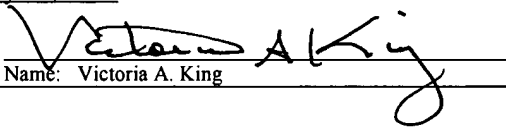
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Lawrence Morrisroe, et al. Examiner: Yehdega Retta  
Serial No. 10/696,295 Group Art Unit: 3622  
Filed: October 28, 2003 Docket No. 85804-010801  
Title: METHOD AND SYSTEM FOR CREATING, SERVING AND  
TRACKING ADVERTISEMENTS  
Customer No.: 32361

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**CERTIFICATE OF TRANSMISSION**

I hereby certify that this document is being transmitted via the United States Postal Service for delivery to the United States Patent and Trademark Office at the address of Mail Stop: IDS, Commissioner for Patents, Post Office Box 1450, Alexandria, Virginia 22313-1450 on February 15, 2007.

  
Name: Victoria A. King

**AMENDMENT AND RESPONSE TO OFFICE ACTION**

Date: February 15, 2007

MAIL STOP: AMENDMENT  
Commissioner for Patents  
Post Office Box 1450  
Alexandria, Virginia 22313-1450

Sir:

This is in response to the Office Action mailed November 20, 2006. Please amend the application as follows.